NOTICE OF DECISION UNDER REGULATION 32
FILM POSTERS

VIDEO SLICK

TO: The Film and Video Labelling Body Inc.
PO Box 2627
AUCKLAND

Pursuant to regulation 32 of the Films, Videos, and Publications Classification Regulations 1994 the film poster entitled:

Big Butt Brotha Lovers 1

is **Not Approved.**

The video slick is not approved because it degrades, dehumanises and demeans women. A concentrated barrage of images on the back cover presents women as available for anal penetration. The back cover presents a large number of close-up photographs which focus solely upon women's genitals being penetrated by penises or objects. In one image ejaculate is visible around a woman's anus. The overall effect of the visual images reduces the women depicted, and women in general, to a set of orifices for male sexual gratification.

The Classification Office has weighed the competing considerations of the issues raised above and the right to freedom of expression set out in s14 of the New Zealand Bill of Rights Act 1990. The DVD slick's potential for injury to the public good makes it likely that, if the slick were to be submitted under s13(1) of the Films, Videos, and Publications Classification Act 1993, it would be classified as objectionable. The likely injury to the public good caused by the availability of this advertising material is its potential, as a piece of shelf advertising, to present women to male customers in a degrading, dehumanising and demeaning manner. It is therefore likely to reinforce male attitudes towards women. For these reasons the video slick is not approved. Such a limitation on the right to freedom of expression is justified in order to prevent likely injury to the public good.

Date: 08 July 2005

For the Classification Office (signed):

OFLC No: 500974